



# Peas in Pod<sup>®</sup>

Nurturing Little Minds

Toddler Care | Nursery | Kindergarten | Day Care



**AN INITIATIVE BY BRAINY FLOCK PVT LTD & KSD INTERNATIONAL SCHOOL**

“

The goal of early childhood education should be to activate the child's own natural desire to learn

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**MARIA MONTESSORI**



# ABOUT US

Peas in Pod Preschool is an initiative of Brainyflock Private Limited & KSD International School, Greater Noida, India. We are North India's Fastest Growing Preschool & Day Care Chain.

- In our endeavor to match international standards in overall development, we have implemented curricular and co-curricular strategies that are backed up with research. A child's first step in the Peas In Pod family ensures his/her readiness for future challenges.
- With a team of efficient and globally dedicated educators, state-of-the-art infrastructure, we provide learning spaces that unfold the varied potentials and hone them to perfection.

## OUR MISSION

For future academic success, we aim at providing our children with a safe and nurturing environment that promotes social, emotional, cognitive, and physical growth for a positive self-image and a love of learning.

- To develop closely-knit teacher-student bonds so that they can achieve the best learning outcomes and the life skills required for success in their future life.

## OUR VISION

At Peas In Pods, our vision is to infuse deep-rooted values in our children that nurture generosity, selflessness, responsible, and global citizens ready to shape a better world

- To encourage children to develop their full potential. To offer a positive and unique early learning childhood experience.



**"EDUCATION IS NOT THE FILLING OF A PAIL, BUT THE LIGHTING OF A FIRE"**

# OUR JOURNEY



We have over a decade of experience in the Early Childhood Education Industry. We started our journey in the education segment in 2010 with an educational consultancy firm and entered in Early Childhood Education vertical with the formation of NND & Sons Private Limited in the year 2016.

We established, four consecutive Preschool Centers from 2017 to 2020. In the year 2019, our Preschool Chain, Peas in Pods was established under our parent company Brainyflock Pvt. Ltd.

In the year 2020, the group formed KSD International School (Primary Wing) and also entered in Corporate Daycare Segment and school franchise vertical. Presently Peas In Pods 13+ Centres across Pan-India in 7+ Cities in addition to centers in Nepal.

## OUR CORE VALUE PROPOSITION

- Unique Curriculum with Structured Pedagogy, developed in-house by Industry Experts.
- Industry Leading Academic & Teacher Training Support and Child-Centric Curriculum Design.
- Over a Decade of Leadership and Expertise in Early Childhood Education.

**"CHILDREN MUST BE TAUGHT HOW TO THINK, NOT WHAT TO THINK"**

## **DIRECTOR'S DESK**

**A Renowned Educationist Ms. Shilpy Dubey, has made immense contributions to the field of Early Childhood Education.**

Ms. Shilpy Dubey is a seasoned educator with over 15 years of experience in the field of education. She started her career as the HOD, English, and served for over 8 years as the same. Subsequently, she held the position of Principal at NND Kidzee, Noida Extension in December 2016.

A highly motivated, proactive, and innovative thought Leader, Ms. Shilpy possesses robust Relationship Management skills, the ability to provide strategic and in-depth operational expertise related to the Early Education Sector.

Over the course of establishing Peas & Pods, she has proven her skills in planning and execution of New Start-up Educational Ventures, Brand Management, and New Market Exploration. Over the course of her career, she has designed and implemented several educational initiatives for many groups.

**MRS. SHILPY DUBEY**

Director, Peas in Pod



## **DIRECTOR'S DESK**

**A Chartered Accountant & Managing Director at The Peas in Pod, CA Ankur Kumar, has taken giant strides in the field of Early Childhood Education.**

CA Ankur Kumar is a Fellow member of the Institute of Chartered Accountants of India and holds an experience of over 15 years in Auditing, Forensic & Fraud Detections.

He is also the founder of M/S Kumar Aggarwal & Associates, Chartered Accountants & NND & Sons Private Limited. A man of exemplary vision and strong social commitment, he possesses the inherent qualities of converting challenges' into blessings by the sincerity of purpose and firm determination.

He is the most versatile character and uses innovative methods to deal with complex problems. He always strives to be different and is a highly ambitious person. In spite of its modest beginning, the company reached the pinnacle of glory in a short span of time because of its prime qualities and it renders diverse professional services under his astute stewardship.

### **CA ANKUR KUMAR**

Group MD & Mentor, Peas in Pod



# **PEA-LEARN**

Taking a big leap forward in imparting early education of global standards to our little toddlers, Peas in Pods has designed its curriculum, "Pea-Learn", as per the latest guidelines made available in the New Education Policy. "Pea-Learn" in essence encapsulates the various aspects of a child's personality and nurtures and drives the X factor unique to every child. We believe every child is uniquely different and it is important to nurture all the various aspects during this crucial stage of early childhood.

Our Pea-Learn Curriculum defines an integrated approach to teaching and learning for children of ages 18 months to 8 years. The purpose of the program is to establish a strong foundation for learning in the early years and to do so in a safe, caring, play-based, and academically enriching environment. Our pedagogical philosophy is an amalgamation of Montessori and Playway Methodology. Our whole-child development framework is further defined by the driving principle of Howard Gardner's Theory of Multiple Intelligences, which clearly identifies several bits of intelligence and preferences that human beings depend upon, to take in information and solve problems.

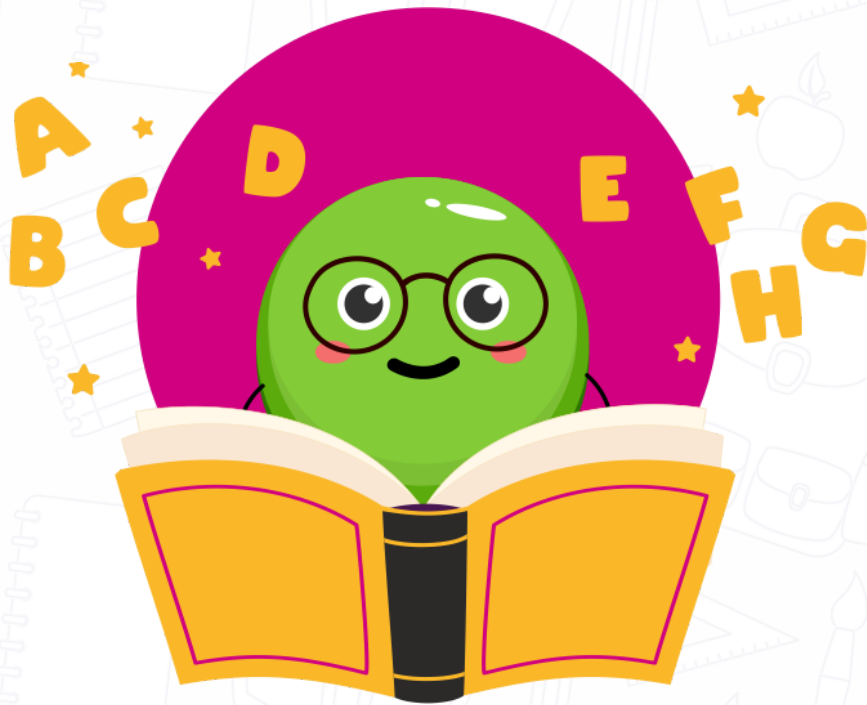
## **KEY HIGHLIGHTS**

### **PARENT'S PARTNERSHIP PROGRAMME**

PEA-LEARN has specific elements specially designed to have a community of well-informed and active parents. Surveys across the world show that informed parents lead to a beneficial effect on academic achievement and long term outcomes of students' results. The dedicated and customised parents segment of PEA-LEARN has details and references for parents for understanding the classroom teaching so that the learning can be taken up beyond the classroom.

### **EXPLICIT FOCUS ON TANGIBLE OUTCOMES**

PEA-LEARN offers a paved path of success through its worksheets that are designed with a purpose that goes beyond being a tool for written assessment. Each Worksheet has a preset objective provided with a set of supplement worksheets which prove to be a boon for the learners. It helps the students to refine, revise, practise and retry. Further,



**"CHILDREN MUST BE TAUGHT HOW TO THINK, NOT WHAT TO THINK"**

# INTENTIONAL TEACHING

With Intentional Teaching, we aim to act with tangible outcomes or goals in mind for the child's holistic development and learning



- With Intentional Teaching, the child takes the center stage around whom the curriculum is designed and delivered.
- We believe every child is unique and they require the right nurturing in order to achieve their true potential.
- The teaching is based on helping each child progress from one level to another in a more sociable and interactive environment so that they become independent learners.
- We provide the right kind of visual provocation in the learning environment so that kids have the freedom to express themselves
- We identify and nurture the areas of interest of the individual child (by bringing a sense of inquisitiveness in the child through various life skill activities)
- Through Intentional Teaching children learn best when they can inquire into areas of their interest through meaningful interactions with adults and peers.
- Engaging young children through play-based inquiry helps create a natural love for learning in them.

**"CHILDREN MUST BE TAUGHT HOW TO THINK, NOT WHAT TO THINK"**

# HOLISTIC CURRICULUM FOR OPTIMUM DEVELOPMENT

Cutting Edge Teaching & Learning Methodology



**Learning Outcomes defined by Multiple Intelligence & Exploration**

**Intentionally Planned & Developmentally Appropriate Curriculum**

**Amalgamation of Montessori & Playway Method**

# INTEGRATED DIGITAL LEARNING

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Mobile App



Digital Classroom  
(Audio-Visual  
Content)



Smart Books &  
Interactive Pen



Smart Chart &  
Interactive Pen



QR Based Books



App Based Learning

# TRANSLATIONAL LEARNING ARENA FOR BLENDED EDUCATION

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Montessori Lab &  
Self-Learning Lab  
Arena



Creative Arena



Gym Arena



Library



Story Telling  
Arena



Play and Recreation  
Arena (Tree House,  
Sand Pit, Role Play)

# KEY DEVELOPMENT AREAS



# ABC

## VERBAL & LINGUISTIC

This ensures our learners display a great capacity for words and language and have a good ability to remember in terms of communication, expression and presentation skills in early literacy through storytelling, picture reading, circle time, letters and words which expands their vocabulary.

## BODILY KINESTHETIC

Beyond teaching academics, we are fostering a child's Individual potential by focusing on their emotional skills, creativity, identity, and overall well-being in every child. Our curriculum gives freedom to explore, express, and open up their wings

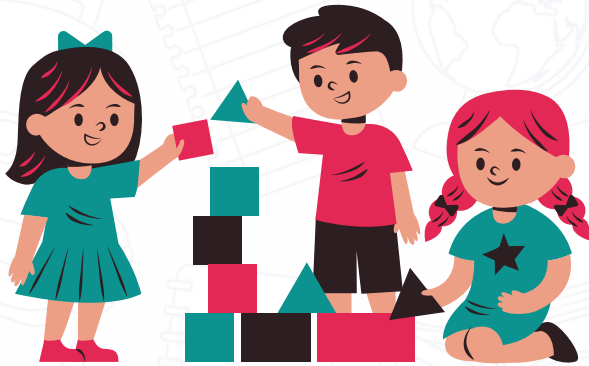


## NURTURING INDIVIDUAL POTENTIAL

Focuses on the use of large muscle, small muscle groups, and whole-body movement to perform tasks like jumping, walking, balancing, crawling, running, and throwing. Our teaching aids are sticking, sorting, clay molding, coloring, and writing activities are used to enhance these skills.



# KEY DEVELOPMENT AREAS



## SOCIAL DEVELOPMENT

In their first few years of life, young children acquire social and emotional skills, such as regulating emotions, sharing with others and following instructions. These skills lay the foundation for developing literacy, numeracy and other cognitive abilities that are critical for success in school and life.

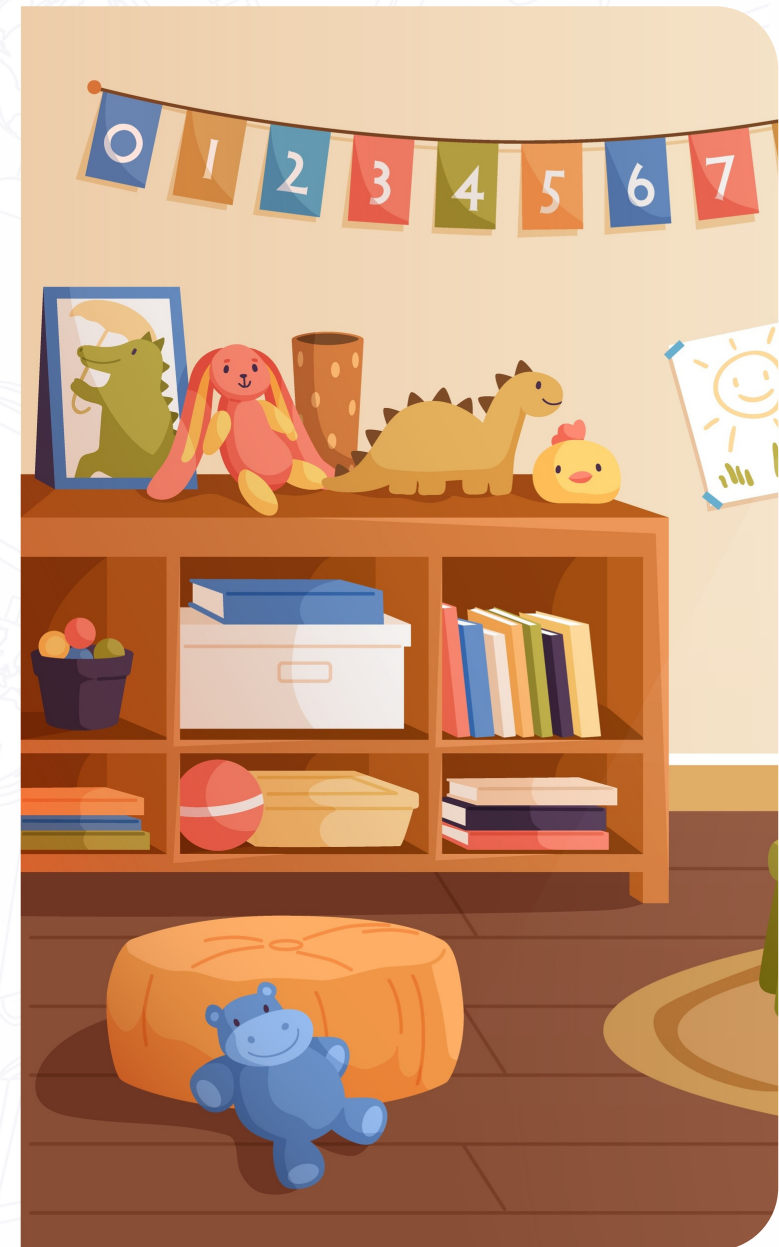
## COGNITIVE DEVELOPMENT

As children get older, they develop an increased capacity to retain information, think critically, and focus. Cognitive skills enable children to see connections between ideas, understand cause and effect, and develop analytical thinking



## CREATIVE DEVELOPMENT

Creative play develops preschooler confidence, language, physical and thinking skills, imagination, and emotional understanding. At Peas In Pods, creative development is at the heart of our Early Childhood Curriculum.





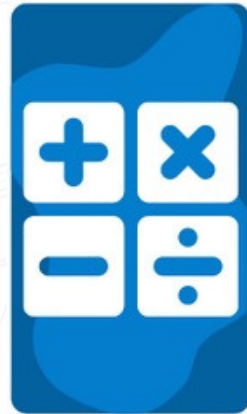
# PIP ACADEMY



**ART & CRAFT**



**YOGA**



**VEDIC MATHS**



**BOOK WRITING**



**PHONICS**



**VOCALS**



**CHESS**



**DANCE**

India produces some of the most promising young talents compared to anywhere in the world. We're proud to have trained students who've gone on to become some of the finest dancers and musicians.

It is important to work on the holistic development in the early years of the child which encompasses both academic and activity-based learning as well.

At The PIP Academy, we provide a conducive environment for the children by providing them quality exposure through organizing various certified courses in the field of Sports, Music, and Art at a highly competitive level.

We further guide and mentor young students to achieve their fullest potential by providing a structured environment with a planned path to success without any compromise on academics.

With The PIP Academy, we strive to provide our younger ones a platform to explore various interests, provide a safe space to fail along with guidance on how to get back up again. With tangible learning outcomes, we ensure that the progress is tracked to a T and the same be regularly shared with the parents.



# OUR PROGRAMS



**PIP Tots**  
Age (2+)



**PIP Discoverer**  
Age (3+)



**PIP Explorer**  
Age (4+)



**PIP Flyer**  
Age (5+)



**Grade - I**  
Age (6+)



**Grade - II**  
Age (7+)

**“LET THE CHILD BE THE SCRIPTWRITER, THE DIRECTOR AND THE ACTOR IN HIS OWN PLAY.”**

# **PRESCHOOL INDUSTRY DEMAND DRIVERS**

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## **Structured Early Childhood Education is the need of the Hour**

- The positive influence of the growing rate of the urban sector on the demand for child care facilities.
- Awareness in parents about the benefits of enrolling their toddlers and children in preschool.
- Increasing changes in lifestyle with the high rate of nuclear families and working parents.
- Competence of pre-primary education to prepare for formal education.
- The industry with high ROI with moderate investment and no risk of economic downturn



# PEAS IN POD DAYCARE

## EMPHASIS ON SAFETY

High emphasis on children's safety and hygiene. Male entry strictly prohibited in the daycare room.

## CCTV SURVEILLANCE

Our Daycare Rooms and Activity Areas are covered with CCTV Surveillance

## AIR CONDITIONED

The Entire Daycare Premise is fully Air-Conditioned

## HEALTHY NUTRITIOUS MEALS

We serve fresh vegetarian meals planned by a nutritionist to develop healthy eating habits and table manners.

## HOLISTIC CHILD DEVELOPMENT

Focus on all-round development of the child beyond with tangible learning outcomes

## LIVE MOBILE UPDATES

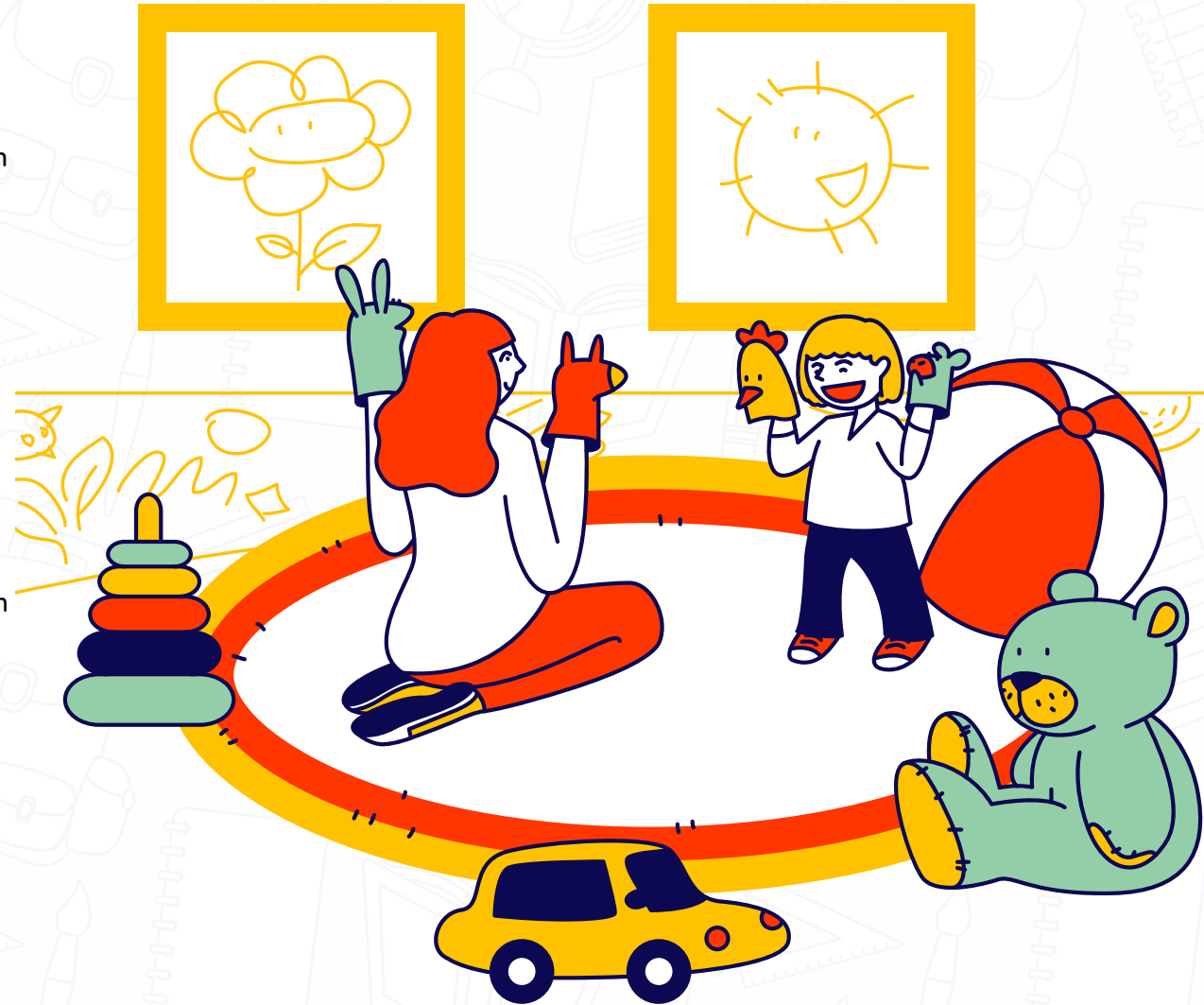
Instant Notification of Check-In and Check-Out times, meals consumed and activities done over the course of the day.

## DAY CARE ACTIVITIES

We organize various engaging activities for all age groups to engage the children. For eg - Storytelling, Dance, Music, Yoga etc

## FULL DAY / HALF DAY

Parents can choose full-day or half-day as per their needs.



# UNMATCHED INFRASTRUCTURE WITH A BLEND OF CONTEMPORARY ATMOSPHERE

- Modern office spaces with lounge, specially designed furniture with consistent brand elements
- Well-designed mini stage, Montessori Lab, Library, Creative Arena, Story Telling Arena.
- Well-designed outdoor learning spaces, landscaping, treehouse and exciting play items.

## TOP NOTCH FEATURES OF PEAS & PODS PRESCHOOL



# PEAS IN POD FRANCHISE SUPPORT SYSTEM



## STARTUP SUPPORT

- Search, Approval & Finalization of Property.
- Infrastructure & Ambience Related Support as per Peas in Pod Norms.
- Providing all setup material as per Peas in Pod Norms.

## MARKETING SUPPORT

- Marketing Plan curated specifically to the franchise's demographic.
- Guidance on marketing materials.
- Guidance on inauguration and marketing plan
- Guidance on events activities to be organized



## RECRUITMENT & TRAINING SUPPORT

- Search, Approval & Finalization of Property.
- Infrastructure & Ambience Related Support as per Peas in Pod Norms.
- Providing all setup material as per Peas in Pod Norms.

## ONGOING/REGULAR SUPPORT

- Dedicated Admissions Team to connect with Admissions Prospects.
- Dedicated Team to handle all parent issues.
- Online Marketing Support.
- User-Friendly CRM, Portal & Apps.
- Ongoing Staff Training.
- Regular Designing & Printing Support.
- Student Kit Supplies

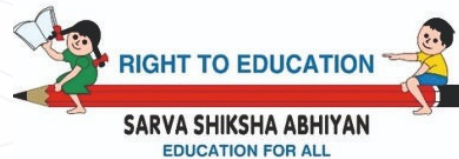
# OUR ONGOING K-12 SCHOOL PROJECT

## KSD INTERNATIONAL SCHOOL



Continuing with our effort of providing quality education, we have ventured into the Senior Secondary (10+2) Schooling. KSD International is a chain of CBSE Affiliated co-educational schools. We launched our 1st school at Greater Noida (West) in the year 2019. Our thought is based on Indian values and rich culture integrated with a global mindset. We have started with a mindset to develop an open-minded, creative, innovative, and self-disciplined citizen.

## BRAINY FLOCK PROUDLY SUPPORTS & PROMOTES





# Peas in Pod<sup>®</sup>

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**For more details: Contact**

Head Office: Brainy Flock Pvt Ltd, KSD International School, Behind Stellar Jeevan Gate No. 4, Greater Noida (West), Uttar Pradesh - 201306

Toll Free: 1800-102-5474 | Email: [franchise@pipschool.com](mailto:franchise@pipschool.com) | Website: [www.pipschools.com](http://www.pipschools.com)